

---

# Strategy/Model of Private Sector Driven Agricultural Extension Service for MAPs

(LED Project)

Endrit Kullaj

# Profiles and present knowledge of the actors in MAP sector



- ❖ **Harvesters:** inhabitants of rural and mountainous areas, having know-how and tradition in harvesting, drying and storage of wild collected MAPs; they lack know-how on good harvesting practices and organic standard.
- ❖ **Farmers:** few years of experience with MAPs (with some exceptions), having general farming skills but lacking know-how on growing specific MAPs; they also lack knowledge on organic standards and production practices
- ❖ **Consolidators/Traders:** intermediaries between farmers and processors; having know-how on market and collection areas, they carry out simple postharvest operation, including drying, cleaning, etc.; they lack knowledge on organic standard, traceability, etc. Some have experience with large-scale cultivation or sourcing-out of MAPs with small farmers.
- ❖ **Processing/Exporters:** differences in processing capacities and value added; good know-how on international market demands, standards and quality requirements. Some have experience with large-scale cultivation or sourcing-out of MAPs with small farmers. Although some have certified part of their production as organic, they have not implemented the standards, traceability system and their organic status is dubious.

# Current status of extension service delivery for MAPs



## ❖ **Most farmers cultivating MAPs do not receive regular extensive service**

- Despite its territory coverage, the efficiency and impact of **public extension** service is low due to quantitative (i.e. number of staff, logistics, funding) and qualitative (i.e. skills, specific knowledge on MAPs) limitations.
- Only some exporters and cooperatives offer **private extension** service within the network of suppliers or members.

## ❖ **Support and technical assistance for MAP sector outside farming (i.e. Consolidators, traders, processors, exporters) is almost inexistent**

- Export management, marketing of MAPs, choosing the business model, debt financing, management of product mix, supply management and price stability, tax reduction.
- **For organic MAP subsector:** above referred is valid but adding the particulars in terms of production, processing, trade and regulatory aspects.

# Sector Organization and Issues related to Delivery of Extension service



- ❖ In **conventional** MAP production, seasonal and sporadic orders between foreign buyers and exporters as well as exporters and consolidators are dominant
- ❖ In **organic** MAP production, long terms contracts between all actors in the chain are dominant in order to ensure stable supply
- ❖ **Loose relationships** and limited coordination between producers and buyers further up the MAP chain
- ❖ Lack of direct **interest** of the consolidators **to invest** in training of harvesters/farmers
- ❖ **Willingness** of buyers and farmers **to pay** for private extension service is **uncertain** and requires further assessment.

# Extension Model for Organic MAP Production



## ❖ **Extension service is run by the exporter including farmers and/or harvesters**

- This is enabled by the strong cooperation and coordination between companies and farmers and the relatively limited number of suppliers; there is complete information on market & prices
- Ensuring the organic standard at farmer/harvester level is a precondition for the success of the business therefore the interest to invest in extension is high.

## ❖ **Main areas of extension**

- Organic agriculture philosophy and business model
- Criteria for zoning organic production of MAPs
- Organic standards and certification (wild harvesting, production, processing, trade).
- Improving traceability and record – keeping
- Organic cultivation techniques
- Use of inputs in organic production (biofertilizers, biopesticides, planting material)
- Good harvesting practices of MAPs

# Extension Model for Essential Oil Production



## ❖ **Extension service is run by the exporter including farmers and/or harvesters**

- Essential oil subsector is characterized by a high level of production fragmentation.
- Exporters of essential oils have complex relationships with foreign buyers.

## ❖ **Main areas of extension**

- Complete mechanization of cultivation, harvest and postharvest of MAPs for essential oil production
- Testing of new species and varieties with high essential oil content
- Testing new extraction technologies for niche markets
- Increasing competitive skills for getting grants (IPARD, National Scheme, CNVP...) and microcredits
- Internal control systems and traceability
- Balanced nutrition of MAPs for quality essential oils
- Contracting farming models (including international and local rules and regulations)

# Extension Model for MAP Consolidators



- ❖ **Extension service is organised by the public extension service, National Agency of Forests and Pastures and the consolidator including farmers and/or harvesters**
  - Loose relationships and limited coordination between consolidators and farmers/harvesters; the interest to invest in private extension is low but it can be combined with public extension
  - Ministry of Agriculture (ATTCs, AREB) should strengthen extension service for farmers; newly established National Agency of Forests and Pastures should cover extension for harvesters;
- ❖ **Main areas of extension**
  - Testing new drying and storage technologies
  - Increasing competitive skills for getting grants (IPARD, National Scheme, CNVP...) and microcredits
  - Internal control systems and traceability
  - Contracting farming models (including international and local rules and regulations)
  - Access to information on markets and prices
  - Management of producer groups

# Improving Public Extension Service



## ❖ **Extension service is organised by the public extension service staff**

- Public extension service has a capillary distribution in the territory but the service rendered to farmers does not have the required standard and does not meet the dynamics of the sector.
- There is a lack of clear vision for the functioning of public extension.
- National Agency of Forests and Pastures should play a role in extension of harvesters

## ❖ **Main areas of extension**

- Long term experiments for testing new species and varieties (ATTC, AUT, etc.)
- Comparative testing of organic vs. chemical inputs and effects on essential oil
- Testing adapted agriculture machines for mechanization of MAP cultivation
- Assessing resources of wild MAPs
- New technologies for MAP seedlings production
- Assistance for application in competitive grants/subsidies
- Training and certification of harvesters on Good Harvesting Practices



# Desirable Features of Extension Services



❖ **There are some desirable features of extension services that include, among other elements, the following:**

- It should include farmer training, with capacity development at the individual and organizational levels.
- It should be pluralistic, with roles for the public, private, NGO, etc.
- It should be financially sustainable, with co-financing of services.
- A particular focus on access to information for women and youth.